

Delfi

GROUP PRICE LIST

Valid from 2019.09

FRONT PAGE						ISIDE PAGES						MOBILE				
	2560x330 hero	1200x250	Corner 1200x250 + 300x600	880x250	300x600	580x200	2560x330 hero	1200x120	1200x250	Corner 1200x250 + 300x600*	300x600		300x250		300x50	300x600
											Sticky	Article infoblock	Desktop Article	Mobile	Mobile scroll	
FRONT PAGE	30 Eur	12 Eur	29 Eur	10 Eur	12 Eur											
News						12 Eur	27 Eur	10 Eur	11 Eur	22 Eur	11 Eur	5 850 Eur/mèn.	9 Eur	9 Eur	14 Eur	16 Eur
Business							29 Eur	12 Eur	12 Eur	24 Eur	12 Eur	4 750 Eur/mèn.	11 Eur			
Science							27 Eur	10 Eur	11 Eur	22 Eur	11 Eur	1 550 Eur/mèn.	10 Eur			
Auto							27 Eur	10 Eur	11 Eur	22 Eur	11 Eur	700 Eur/mèn.	10 Eur			
Sports							27 Eur	10 Eur	11 Eur	22 Eur	11 Eur	2 900 Eur/mèn.	7 Eur			
Faces							27 Eur	10 Eur	11 Eur	22 Eur	11 Eur	2 700 Eur/mèn.	7 Eur			
Life							27 Eur	10 Eur	11 Eur	22 Eur	11 Eur	3 500 Eur/mèn.	10 Eur			
Citizen							24 Eur	7 Eur	6 Eur	19 Eur	6 Eur	1 100 Eur/mèn.	7 Eur			
Fotogallery											5 Eur					
DELFI all enviroment							27 Eur	9 Eur	11 Eur	22 Eur	9 Eur		7 Eur			
DELFI TV	PreRoll/MidRoll/PostRoll – 15 Eur (min. 5 sek., max -30sek.)												5 Eur			

1. A 50% surcharge applies to the purchase of the inscreen
2. Inscreen for the Corner not for sale.
3. In billboards with an integrated video clip, sound is only available after the "turn on sound" activation in the banner or by pressing the "Play" button
4. Shown CPT (cost per thousand impressions) prices, Eur excluding VAT

RICH MEDIA FORMATS

	1200x250 + Expand 1200x500	1200x120 + Expand 980x400 scroll	1200x250 + Pushdown 1200x500	300x600+Expand 1200x600	300x600 + Expand 600x600	300x600 + Splash 600x600	Mobile	
							Page break	300x50 + Expand 300x128 scroll
Front page	21 Eur	18 Eur			21 Eur		25 Eur	25 Eur
News	18 Eur		32 Eur	27 Eur	18 Eur	32 Eur		
Business	21 Eur		36 Eur	27 Eur	20 Eur	36 Eur		
Science	18 Eur		25 Eur	22 Eur	18 Eur	29 Eur		
Auto	18 Eur		24 Eur	25 Eur	18 Eur	29 Eur		
Sports	16 Eur		29 Eur	22 Eur	18 Eur	25 Eur		
Faces	16 Eur		25 Eur	22 Eur	18 Eur	25 Eur		
Life	18 Eur		29 Eur	25 Eur	18 Eur	29 Eur		
Citizen	16 Eur		25 Eur	22 Eur	16 Eur	25 Eur		
DELFI all enviroment	18 Eur		25 Eur	21 Eur	18 Eur	25 Eur		
In-stream Video	27 Eur/CMP							

1. Shown CPT (cost per thousand impressions) prices, Eur excluding VAT
2. Rich media inscreen is not for sale.

CAMPAIGN RESTRICTIONS

In addition to the standard price list prices, an additional fee is calculated 30% markup if the campaign has more than one ad targeting option.

Advertising targeting options::



Places (eg DELFI Business> Real estate rubric, Tavovaikas.lt> rubric "Baby").



Geo (cities - Vilnius, Kaunas etc, countries - UK, Ireland, etc.)



Frequency (2 times per unique visitor per day, 1 time per unique visitor per hour, etc.)

1. For example, an ad campaign with one criterion: if the campaign is only shown to UK residents on DELFI Business, no surcharge applies. If a second criterion is set for the campaign, e.g. show not in DELFI Business, but in DELFI Business rubric NT - 30% surcharge applies.
2. If a campaign has more than three targeting criteria, then we use DMP pricing.
3. With 1-4 UU per campaign limits, DMP pricing applies.

CAMPAIGN PLANNING WITH DMP * SYSTEM

Frequency capping surcharges (per campaign)

Unique users	1 UU	2 UU	3 UU	4 UU	5 UU >
Surcharge	100 %	85 %	70 %	50 %	Not applicable

Surcharges for advertising broadcasting to a selected audience

Unique users	1 mln. >	500-999 K.	300-499 K.	100-299 K.	50-99 K.	< 50 K.
Surcharge	Not applicable	30 %	50 %	70 %	100 %	200 %

* Broadcast the campaign only to a specific audience based on cxense.com analytics (socio-demographics, interests, location, etc.)

PC - PARTNER CONTENT, INITIALED OR AUTHORED BY A THIRD PARTY

200 Eur	- 1 PC preparation price
1 000 Eur	- 1 PC publicity price

1. Discounts do not apply
2. Prices do not include VAT